

An analysis of wine consumers' environmental values, ethical concerns, and health consciousness

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Abstract

◦*Purpose* – This research aims to examine different wine consumers segments in terms of ethical concerns about production, environmental values, health-conscious lifestyles, and diets.

◦*Design/methodology/approach* – Data ($N=1,048$) were collected via an online survey conducted in the US, the UK and Germany. A series of hierarchical regression analysis was employed to examine the impact of socio-demographics on consumers' personal values and to explore the impact of environmental values and ethical concerns on health conscious lifestyles and dietary patterns. A one-way ANOVA was performed to compare *super core wine drinkers*, *core wine drinkers*, and *marginal wine drinkers*.

◦*Findings* - Wine consumers' socio-demographic characteristics have a predictive power on consumers' environmental values and health consciousness. Furthermore, consumers with different levels of wine consumption frequency differ in their health conscious behavior and environmental values. Super core wine drinkers were found to be most ethically concerned about production; and super core and core wine drinkers showed significantly higher levels of environmental values. Marginal wine drinkers were the least conscious regarding healthy lifestyles.

◦*Practical implications* – This research shows that consumers with different wine consumption frequency have different environmental and health conscious values. In order to target consumers effectively, wine marketers need to understand which consumer segment value these appeals the most and deliver them accordingly.

Key words: health consciousness; environmental values, ethical concerns